

Contact: Darcie Meihoff, Leopold Ketel & Partners for the ENERGY STAR
Home Products Program, (503) 295-1918 ex: 108

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**NORTHWEST LEADS NATIONAL ENERGY SAVINGS EFFORT
Oregon Homeowners On Forefront of “Change”**

When it comes to buying more energy-efficient household products, the Northwest region is leading the charge.

According to a recent report from the Northwest Energy Efficiency Alliance, Oregon homeowners are snapping up energy-efficient products and local retailers are experiencing the impact. Nearly 80 percent of respondents in a survey of 152 independent and national retailers in the Northwest estimated an increase in sales of ENERGY STAR[®] qualified products over last year, the Alliance report said.* Fourth quarter of 2001 sales data shows that the Northwest region ranked first in the nation for sales of qualified clothes washers with more than 30 percent market share. In Oregon, more than 31 percent of all clothes washers sold were ENERGY STAR qualified – the third highest in the nation.**

“We’ve seen a big shift in people’s concerns. Features such as energy and water savings are top of mind for customers these days,” said Susie Swanson, co-owner of Hutchins TV & Appliance located in Hillsboro, Ore. “Additionally, many of the new ENERGY STAR qualified products and models are so innovative and technologically advanced, they really catch attention and that’s been a major selling point as well.”

Sales for ENERGY STAR qualified refrigerators also increased in the Northwest. Based on fourth quarter reports, Oregon ranks ninth in the nation for sales of these high efficiency refrigerators. Oregon is third in the nation for ENERGY STAR qualified dishwasher sales. The Alliance also reported brisk sales and interest for ENERGY STAR qualified lighting, including compact fluorescent light bulbs (CFLs). Fourth quarter sales of CFLs in the Northwest were two million.

The retailers who were surveyed said consumers are more energy conscious and seek long-term value and savings when purchasing appliances. Nearly all consumers express interest in water savings features of ENERGY STAR qualified clothes washers and dishwashers as well.

According to the Environmental Protection Agency, when it comes to buying energy-efficient products, the Northwest is heading in the right direction. The voluntary ENERGY STAR labeling program was created by the EPA and the Department of Energy to help consumers easily identify products that save energy, money and protect the environment. Manufacturers play a major role in developing products that meet higher efficiency standards and utilities help encourage homeowners to be more energy efficient by offering rebates and incentives for buying ENERGY STAR qualified products.

This cooperative effort is paying off. Experts estimate by using ENERGY STAR qualified products, a typical household can cut its utility bills by 30 percent. If everyone in the U.S. used ENERGY STAR qualified products, the reduction in greenhouse gas emission would be equivalent to taking 14.5 million cars off the road each year. The national annual energy bill would be reduced by about \$100 billion over the next decade.

Local efficiency advocates say that while the increasing demand for ENERGY STAR qualified clothes washers and refrigerators is a positive sign, there's still room for improvement.

"It's clear that Northwest consumers understand the benefit of using more efficient clothes washers, refrigerators and lighting in their homes," said Margaret Gardner, executive director of the Northwest Energy Efficiency Alliance. "Now, the goal is to encourage them to take advantage of even greater savings by looking for and buying other ENERGY STAR qualified products."

By changing their shopping habits, Northwest homeowners can keep a little more change in their own pockets, say energy efficiency experts. Changing the way Americans shop and buy products is a part of a major new campaign called "Change," spearheaded by the Environmental Protection Agency. "Change" is calling on homeowners throughout the nation to help save money and protect the environment by selecting and buying ENERGY STAR qualified products.

About ENERGY STAR and the Northwest Energy Efficiency Alliance

For a complete list of ENERGY STAR qualified products, retailers, manufacturers and energy savings information, call 1-888-373-2283 or log onto: www.energystar.gov.

The Northwest Energy Efficiency Alliance, a non-profit group of electric utilities, state governments, public interest groups and industry representatives, promotes the ENERGY STAR label to Northwest consumers. By funding the Northwest ENERGY STAR Home Products Program, The Alliance is bringing affordable, energy-efficient products and services to the market, helping Northwest consumers realize long-term savings and protect the environment.

** Survey conducted by Image Analysis, an independent research firm in Portland, Ore., on behalf of the Northwest Energy Efficiency Alliance, Nov. 2001. The quantitative survey included a random sampling of retailers involved with the Northwest ENERGY STAR Home Products Program in Oregon, Washington, Montana and Idaho. The survey was determined to be a statistically valid sample with a margin of error of approximately +/-5.8% and a 95% confidence level.*

*** Sales data compiled by D&R International, Ltd. for ENERGY STAR based on submissions from participating ENERGY STAR national retailers.*